# ShowBiz Pizza Time, Inc.




## FRANCHISE NEWS




#20 December 12, 1986

# WEEKLY SALES

AVERAGES FOR WEEK ENDING 12-07-86

| | |
|---|---|
| SPP Franchised Units (71): | $15,066 |
| SPP Company Units (90): | $17,212 |
| CEC Franchised Units (86): | $13,889 |
| CEC Company Units (28): | $18,973 |

### ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $21,580

1. San Jose (Tully), CA
   M.C.A. & Associates
2. Tacoma, WA
   Northwest Partners V
3. Portland, OR
   Computerized Entertainment Concepts
4. Milwaukee (Chase),WI
   R.C. Schmidt, Jr.
5. Burnaby, BC
   Nintendo Entertainment Centres
6. Syracuse, NY
   Pizza Time of New York
7. Albany, NY
   Pizza Time of New York
8. Lafayette, LA
   Acadiana Productions
9. Victoria Park, ONT
   All Canadian Pizza Shows
10. Albany, NY
    Pizza Time of New York
11. Huntington, WV
    Huntington Entertainment
12. Chattanooga, TN
    McBiz Corporation
13. Valencia, CA
    ARC Pizza Holding Co.
14. Salt Lake City, UT
    Family Entertainment Developers
15. Bridgeville, PA
    McKnight Family Centers #3
16. Little Rock #2, AR
    Harold Burlingame
17. Virginia Beach, VA
    Adventure Restaurant Corporation
18. Victorville, CA
    Backyard Investment Group
19. Knoxville, TN
    Gary Long
20. West Mifflin, PA
    McKnight Family Centers #3

### Chuck E. Cheese

Average of Top 20 Units = $21,580

1. San Jose (Tully), CA
   M.C.A. & Associates
2. Tacoma, WA
   Northwest Partners V
3. Portland, OR
   Computerized Entertainment Concepts
4. Milwaukee (Chase), WI
   R. C. Schmidt, Jr.
5. Burnaby, BC
   Nintendo Entertainment Centres
6. Syracuse, NY
   Pizza Time of New York
7. Greece, NY
   Pizza Time of New York
8. Victoria Park, ONT
   All Canadian Pizza Shows
9. Albany, NY
   Pizza Time of New York
10. Valencia, CA
    ARC Pizza Holding Co.
11. Bridgeville, PA
    McKnight Family Centers #3
12. Anchorage, AK
    Caudle & Associates
13. Victorville, CA
    Backyard Investment Group
14. West Mifflin, PA
    McKnight Family Centers #3
15. El Toro, CA
    F.E.C., Inc.
16. West Allis, WI
    R. C. Schmidt, Jr.
17. Monroeville, PA
    McKnight Family Centers
18. Louisville #2, KY
    Family Entertainment
19. Hayward, CA
    Ulrike-Grandjean Corp.
20. Tukwila, WA
    Northwest Partners IV

### ShowBiz Pizza Place

Average of Top 20 Units = $17,900

1. Lafayette, LA
   Acadiana Productions
2. Huntington, WV
   Huntington Entertainment
3. Chattanooga, TN
   McBiz Corporation
4. Salt Lake City, UT
   Family Entertainment Developers
5. Little Rock #2, AR
   Harold Burlingame
6. Virginia Beach, VA
   Adventure Restaurant Corporation
7. Knoxville, TN
   Gary Long
8. Honolulu, HI
   Pal Anderson Enterprises Corporation
9. Nashville #2, TN
   BAM, Inc.
10. Allentown, PA
    Wellington Development of Florida
11. Parkersburg, WV
    Trio Foods Enterprises
12. Davenport, IA
    McBiz Corporation
13. Charlotte, NC
    Adventure Restaurant Corporation
14. Memphis #2, TN
    McBiz Corporation
15. Fargo, ND
    Great Plains Associates
16. Fayetteville, NC
    Adventure Restaurant Corporation
17. Greenville, SC
    McBiz Corp.
18. Little Rock #1, AR
    Harold Burlingame
19. Nashville #1, TN
    BAM, Inc.
20. Jacksonville, FL - Orange Pk.
    Wellington Development of Florida



# MARKETING & ADVERTISING





## FREE STANDING INSERTS

The November 30 Free Standing Insert that hit all company stores and 47 franchised locations, appears to be working well in most locations. For week ending December 7, the first full week of the promotion, Company stores averaged $17,630, which is a 23% sales increase over the same week last year. The entire franchised system (ShowBiz and Chuck E. combined) averaged $14,325, which is a 13.8% increase over last year. The average increase of those franchised locations participating in the November 30 insert was 16.7%.

As for sales dollar increase, 18 of the 47 franchised locations participating had over a $3,000 increase for the week, and 8 stores enjoyed over a $5,000 increase for the week! (Again, all sales are compared to same week last year.)

There are numerous other influences which affected sales for this week, ie. weather, TV commercial schedules, other advertising programs which are running, etc. But, the company does highly recommend the Free Standing Inserts as the #1 promotional tool in your overall marketing program. A balance program between TV and Free Standing Inserts has drastically impacted company sales during 1986.

Future dates that you may wish to consider participating with the Company are:

| Insert Date | Order form Available | Commitment Deadline | Payment Deadline |
|---|---|---|---|
| 5/10/87 | 1/12/87 | 2/2/87 | 3/2/87 |
| 6/21/87 | 2/23/87 | 3/16/87 | 4/13/87 |
| 9/13/87 | 5/18/87 | 6/8/87 | 7/6/87 |
| 12/6/87 | 8/10/87 | 8/31/87 | 9/28/87 |

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